

EXHIBIT 26

Message

From: Stephanie Ruhle (BLOOMBERG/ NEWSROOM:) [sruhle2@bloomberg.net]
Sent: 1/28/2016 7:25:35 AM
To: KP13 [/o=Underarmour/ou=Exchange Administrative Group (FYDIBOHF23SPDLT)/cn=Recipients/cn=kp13]
Subject: Fwd:(BN) Under Armour Soars After Basketball Shoes Help It Top Estimates

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From: Jacqueline Lopez (BLOOMBERG/ NEWSROOM:) At: Jan 28 2016 07:22:35
To: Stephanie Ruhle (BLOOMBERG/ NEWSROOM:)
Subject: Fwd:(BN) Under Armour Soars After Basketball Shoes Help It Top Estimates

Under Armour Soars After Basketball Shoes Help It Top Estimates

By Matt Townsend
(Bloomberg) --

Under Armour Inc. shares rose as much as 14 percent in early trading after its fourth-quarter results and annual forecast surpassed analysts' estimates, helped by newer products such as basketball shoes.

Earnings rose to 48 cents a share in the period, the Baltimore-based company said on Thursday. Analysts had estimated 46 cents on average, according to data compiled by analysts. Sales advanced to \$1.17 billion, beating the average estimate of \$1.12 billion. The company, which got its start in football apparel, also gave a better-than-anticipated forecast for 2016.

The results helped reassure investors, who had been concerned that warm winter weather and slower sales to female customers would hamper growth. Earlier this month, Morgan Stanley cut its rating on Under Armour's stock to the equivalent of sell, saying the brand is losing market share, especially among women.

The shares rose as high as \$77.84 in early trading after the results were released. Before the rally, they had tumbled 34 percent since an all-time high of \$104.10 in September.

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